

ATTACHED is lt you signed out  
TO VINCE DAVIS. I drafted it in  
response to 3 of his incoming LTRES.

STAT



COMMANDER IN CHIEF  
ALLIED FORCES SOUTHERN EUROPE

28 FEB 1977

Dear Vince,

Many, many thanks for your three recent letters that were replete with information and good leads on people. Really appreciated your congratulations and the encomia which were a gentle lead-in to an overwhelming job description. As usual, you rather neatly hit the nail on the head. While I admit to a certain amount of trepidation, I am excited at the prospect of such an immense challenge. I also know that there is a great reservoir of talent and willingness waiting to be put to best use. That combination is the kind of bait I can never resist.

I am just beginning to assess my personnel situation and as you know, I like to have a name bank of talented "chargers" on whom I can call, so keep your nominees coming.

Will have to be in touch later regarding the possibility of your [redacted]. Frankly, I just haven't had time to sort that one out.

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In closing out my CINCSOUTH office, my staff mailed [redacted] dissertation back to your office on 16 February 1977. The package was insured, though regrettably not registered. Just wanted to alert your people to be on the look-out for it.

Will write at more length once this frenetic pace subsides to a nice steady turmoil. All the best, and, again, my thanks.

Yours,

STANSFIELD TURNER  
Admiral, U.S. Navy

ILLEGIB

Professor Vincent Davis  
Patterson School of Diplomacy  
UK-Patterson Tower  
Suite 1665  
Lexington, Kentucky 40506

CINCSOUTH INCOMING CORRESPONDENCE LOG/INTERNAL ROUTING SLIP

NOTE: RETURN TO WRITERS FOR CONTROL/REROUTING/FILE

CLASSIFICATION UNCLASSIFIED

RECEIVED FROM: Professor Vincent Davis, Patterson School of Diplomacy  
 UK-Patterson Tower, Suite 1665  
 Lexington, Kentucky 40506

SUBJECT: Sends two individuals' qualifications to be No. 2 man at CIA and informs  
 Admiral Turner and AFSOUTH that LCDR Grant T. Hollett, Jr., USNR, will  
 be in Naples February 26-27 for his ACDUTRA!

DATE OF CORRESPONDENCE

7 February 1977

DATE RECEIVED

14 February 1977

INCOMING SERIAL NUMBER

77-2-47

REPLY REQUIRED  
(YES/NO)

NO

ROUTING CODES

"I" - INFORMATION

"A" - ACTION

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"C" - ADVANCE COPY FURNISHED

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I	CINCSOUTH			
I	EXEC ASST			
I	ADMINO	<i>W</i>	<i>2/14</i>	
I	WRITER	<i>AMB</i>	<i>2/14</i>	
	FLAG LT			
	ARMY AIDE			
	AIR AIDE			
	SPECIAL ASSISTANT			
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## ADDITIONAL REMARKS/INSTRUCTIONS

Enclosures: Various magazine clippings regarding diplomacy schools

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OCINC FORM #2 (REV. 9/76)

# International Studies Association

University Center for International Studies • University of Pittsburgh  
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**VINCENT DAVIS**  
**President 1976-77**

**INTERNATIONAL STUDIES ASSOCIATION**  
**Patterson School Of Diplomacy**  
**UK-Patterson Tower, Suite 1665**  
**Lexington, Kentucky 40506 U.S.A.**  
**Phone (606) 257-4666/7/8**

7 February 1977

Admiral Stansfield Turner, USN  
CINCSOUTH -- Box 1  
FPO New York 09524

Dear Stan:-

STAT After my interim reply of last Thursday, 4 February, I was all set this morning to write a full-scale reply to your good letter of 12 January. First, I was going to say that I was pleased that you found the [ ] doctoral dissertation to be useful, and that your POLAD was now reading it. On this point, it's perfectly OK for you to get this back to me via registered mail anytime within the next couple of months--prior to the end of Spring Semester in early May.

Second, I had planned to discuss with you some of the various ways that we might be able to arrange for me to accept your very kind invitation to work with you in Naples this summer in connection with my Naval Reserve active duty requirements. You have been overly kind in extending this same invitation in several recent summers, and I feel very badly that I was unable to accept those earlier opportunities. I do have a few complications again this summer too. For example, I am now in charge of our University of Kentucky "Summer in Romania" program, and in this connection it is desirable (although not mandatory) that I be in Romania from very early July until early August. However, I thought that I might be able to work for you either before or after the Romanian deal, combining all of this somehow with a family excursion in Europe for most of the entire summer. Our old buddy, Rear Admiral Bill Crowe, had invited me to visit him at his COMMIDEASTFORCOM headquarters in Bahrain, and I was hoping there might be some way to squeeze that in as a sidetrip out of Naples for a few days while working for you...TAD, or something like that. As for the family angle, however, all of that got complicated by the fact that the incredible winter here might stretch our kids' schoolyear into July, which raised a question about a feasible departure time from Lexington.

Finally, on top of all other complications, another old pal of yours and mine, Bob Gard, got his third star (as you surely know) and is now the new President of National Defense University. Bob has invited me to work with him at NDU during the 1977-78 academic year (when I am scheduled for a sabbatical from the University of Kentucky in any case). Bob and I are now trying to work out the details on this possibility, but--if it materializes--he may need me at NDU in mid-summer when the war colleges begin their academic year. This could kill any kind of European travel for me--at least, after about 1 July or mid-July. --- BUT, but, then the big news on the U.S. television networks yesterday about your monumental new assignment at CIA!

VINCENT DAVIS, University of Kentucky, *president*; RICHARD N. ROSECRANCE, Cornell University, *past-president*; HERBERT C. KELMAN, Harvard University, *president-elect*; AREND LIJPHART, University of Leiden (The Netherlands), *vice-president*; DINA ZINNES, Indiana University, *vice-president*; CARL BECK, University of Pittsburgh, *executive director*; KAREN EIDE RAWLING, University of Pittsburgh, *associate director*.

Turner  
2/7/77  
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CONGRATULATIONS!!! is therefore the most appropriate word to use at this point. I had assumed all along that there was a strong probability you would not actually be in Naples next summer if I accepted your CINCSOUTH invitation, and I was going to stipulate my enthusiasm for working with you--not for CINCSOUTH as such. I wanted to avoid the possibility of being in Naples, perhaps working for another fellow such as one of your predecessors Means Johnson, while you were back in Washington.

Now all of this seems rather beside the point. You are an ideal choice as Director of Central Intelligence and Director of the CIA, with just the right mix of scholarly, military and managerial credentials at high levels in all contexts. Also, you clearly have the appropriate political sensitivities, and the total integrity that is required. Finally, you have the energy and stamina for it. I cannot say that I envy you the burdens of this new assignment. First, you will have to restore the badly shattered "morale of the crew" at CIA, in the wake of all of the scandals, disclosures, hearings and other public pressures of recent years. Second, or simultaneously, you will have to restore public confidence in the intelligence community. Third, some structural reorganization is doubtless needed. Fourth, you will have congressional groups looking over your shoulder like never before. And, fifth, ultimately, and most urgently, you will have to improve the product from the intelligence community. As a rule of thumb, the smaller a nation's military capabilities, the greater the need for first-rate intelligence. Since our U.S. military capabilities are now dangerously low in my judgment, we more than ever need first-rate intelligence work.

I am sure that you will up to your neck in homework reading now. If you have not read it before, you will want to look at Roberta Wohlstetter's Road to Pearl Harbor--it's the classic study on how intelligence can go wrong. More recently, within the last year or two in the journal Foreign Policy, Ray Cline published a revealing little piece about how intelligence has gotten fouled up during the Nixon-Ford-Kissinger period...Ray's piece was entitled, "Policy Without Intelligence." Finally, of course, you will need to wade through all of the massive volumes--or most of them--from the Senate (Church) Select Committee on the Intelligence Agencies, and perhaps some of the stuff from the Murphy Commission.

If you are looking for good people to help you, the one odds-on candidate whom I would urge you to consider is [redacted] if you don't already know him, got his Ph.D. in modern diplomatic history under the famous Professor [redacted] around 1962. Then he worked for

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I will send copies of this letter to various addresses where you might be located at the moment, in the hope that at least one copy might reach you before too long. But this will be the last letter from me until you indicate that you are ready for more mail, because I know you will be wholly swamped for weeks to come in your new job.

STAT

Warmest personal regards  
to you and Pat,

Vincent Davis



P.S.

If you need to reach me for any reason during 9-12 February at the end of this week, I'll be participating in the little conference at Colorado Springs, daily at the Air Force Academy but quartered at the Broadmoor Hotel, arranged by former DepSecDef David Packard. Those on hand, or scheduled for the program, as you probably know, include in addition to Packard also Dean Rusk, George Kennan, C/JCS George Brown, VADM Duke Bayne, LG Bob Gard, LG Willie Y. Smith, MG Bob Ginsburgh, Adam Yarmolinsky, and miscellaneous others of this same ilk...about 100 people, in total.

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P.P.S.

STAT One final thing. I am very glad that you were able to implement my  
suggestion to arrange ACDUTRA on your CINCSOUTH staff for my Naval Reserve  
Intelligence colleague here in Lexington, [redacted]  
STAT is all set with his orders...I think he is scheduled to arrive in Naples over  
the weekend of 26-27 February in a few weeks. Regardless of whether you are  
there, [redacted] will do a great job for your staff people there in Naples.

*- Turner*



**Vincent Davis, Director**  
Patterson Chair Professor  
of International Studies

**The University of Kentucky**  
Lexington, Kentucky 40506  
(606) 257-4666



BY STANLEY ARNOW

for S. N. TURNER  
- since

## CRAWLING TOWARD A WORLD VIEW

It occurred to me, during a brief visit the other day to Kentucky, that traditionally insular Americans are undergoing a radical transformation as they develop, perhaps more from necessity than choice, an increasing familiarity with the outside world. The business and civic leaders in the pleasant Kentucky community of Lexington are currently striving as they never have before to sell products abroad and to attract foreign investment to their city. Their effort reflects in microcosm the extent to which the United States has grown to rely on the international economy. And it further suggests that, despite the warnings of observers overseas, fears of an isolationist trend in America are unwarranted.

American investment abroad has increased fourfold over the past fifteen years and U.S. exports have soared more than fivefold within the same period. Within the past decade, too, foreign investments in the United States have nearly tripled. Just as IBM and General Motors and Pfizer are now fixtures in places as disparate as Stockholm, Caracas and Teheran, so we have Michelin, the French tire company, opening a new plant in South Carolina, while Volkswagen plans to build cars near Pittsburgh and Sony is already producing electronic equipment in San Diego.

### EXPORTS MAKE JOBS

The American drive to export has been spurred in large measure by U.S. balance-of-trade deficits as well as by the realization, during the recent recession, that every million dollars' worth of merchandise sold abroad supports approximately seventeen jobs in the United States. On the basis of the latest estimates, this means that close to 2 million Americans owe their employment to foreign trade—a small percentage of the total labor force compared to Japan or West Germany, but unusually high for a country which until not long ago barely considered exports to be significant to the economy.

Another new phenomenon that accounts for foreign firms shifting their capital to the United States is the fact that inflation, social-security costs and other elements have made American labor relatively inexpensive, especially for manufacturers who are seeking to tap the U.S. consumer market. Last year, for example, hourly compensation in the United

States, including fringe benefits, stood at \$6.22, compared to \$6.32 in West Germany. In 1960, the respective figures were \$2.66 for the United States and 83 cents for West Germany. Add to this the fact that currency-exchange rates are tilted against export industries in certain European countries, notably West Germany, and their relocation of factories in the United States becomes logical.

### EXPLORING POSSIBILITIES

Compared to states like New York, California and even Jimmy Carter's Georgia, which have been looking abroad for years, Kentucky is only now beginning to explore the possibilities of expanding its business activities overseas. As James Roberts Jr., the state's deputy commerce commissioner, puts it: "We're just crawling, but we're crawling forward."

In May, for instance, Kentucky's Gov. Julian Carroll journeyed to Tokyo in an endeavor to involve the Japanese in his state, and he is scheduled to make a similar trip to Europe in September. The state is also preparing to open a permanent office in Brussels in order to push trade and investment. When the office opens, Kentucky will be the 25th American state to maintain a regular representative in Western Europe. Several states have offices in Japan and Latin America as well. This regional competition for business overseas may seem strange to foreigners, but it is a very real reminder of the fact that the American states, though united, still regard themselves as sovereign in many respects.

### FOREIGN BUYERS

Although Kentucky is trying to catch up with other states, some of its enterprises have already made headway in international business. The breeding of thoroughbred horses, for example, is a local specialty that has long evoked foreign interest. Within the past couple of years, French, Irish and Japanese have been purchasing horse farms in the state, and a few weeks ago, at the famous Keeneland auction held in Lexington, foreign buyers included a Saudi Arabian tycoon who spent more than \$500,000 on animals and a Canadian group that paid a record \$1.5 million for an offspring of Secretariat, the great stallion. Kentucky is also an important exporter of feed grains, soybeans, whisky and, of course,

tobacco. And a peculiar deal was consummated recently when Egypt bought a number of tons of Kentucky River sand, which was flown to Cairo in order to test silting in the Nile.

Another curious deal is now pending between Kentucky's Island Creek Coal Co., a subsidiary of Occidental Petroleum, and the Romanian Government. Under the arrangement, the Romanians would invest more than \$50 million in Island Creek in exchange for a minority share of the company and guaranteed deliveries of premium metallurgical coal used in the manufacture of steel. The potential agreement would, to my knowledge, mark the first time that a Communist regime has acquired an equity in an American corporation, and I look forward to seeing how the dictatorship of the proletariat behaves when the coal miners go out on strike, as they do occasionally.

### SCHOOL OF DIPLOMACY

Reaching beyond the economic realm, I ought to mention that the University of Kentucky, also located in Lexington, features a school of diplomacy that trains young men and women for international positions, provides scholarships for foreign students, and has sponsored guest lecturers like former U.S. Secretary of State Dean Rusk and Denis Healey, Britain's Chancellor of the Exchequer.

It would be a gross exaggeration, with all this, to submit that Kentuckians in particular and Americans in general are becoming as international minded as Europeans and Japanese, whose survival reposes on foreign trade. Most Americans still feel, I think, that they could get by on their own if necessary, and most would probably prefer the United States to be self-sufficient, if that were possible. In the wake of the Vietnam tragedy, they are also turning away from the idea that they must commit themselves to a broad spectrum of responsibilities abroad, and they are understandably focusing more and more on their domestic problems. At the same time, though, they are plainly aware that they cannot withdraw from the global economic picture without seriously reducing their standard of living. Thus the notion that the United States may be sliding back into isolationism is an illusion, and, as I discovered in Kentucky the other day, even provincial Americans recognize that reality.



Dr. Vincent Davis (center) discussed recent seminar with students and staff.

## An International Business Resource

The University of Kentucky's Patterson School of Diplomacy and International Commerce has emerged in recent years as an important source of advice and assistance for business and banking interests in the Blue Grass region which desire to become more active in international trade and investments. "We certainly do not have all of the answers at our finger tips," says Dr. Vincent Davis, Director of the Patterson School, "but we think that we can quickly assist any business or banking executive in this region to make contact with the right people who will have the answers to any international trade questions. Although our own Patterson School administrative staff is very small, we have widespread contacts among top experts around the U. S. and around the world."

The Patterson School was founded on the UK campus in 1959, about a half-century after Dr. James K. Patterson—the first UK President—stipulated in his will that his personal estate should be converted into a trust fund for this purpose. The will also stipulated the long delay, in order that the fund could be appropriately invested and thus gain substantially in value. Dr. Patterson, of Scottish ancestry, had a shrewd appreciation for the importance of wise long-term investments.

The Patterson School got off to a strong start in 1959 under its first Director, Dr. Amry Vandenbosch, but a loss of momentum and an uncertain sense of direction became serious problems for several years following his retirement in 1965. Dr. Otis Singletary, moving to Lexington as UK President in 1969, quickly decided to resolve these problems in favor of a strong new beginning for the School. A nationwide search was initiated for a new director who could move to UK to carry out the broad new mandate. Dr. Davis was chosen in this search in 1970, and moved to the campus in the summer of 1971. He had previously held faculty positions at Princeton, Dartmouth, the Naval War College, and the Graduate School of International Studies in Denver. A native of Tennessee with a B.A. from Vanderbilt, he holds three graduate degrees including his Ph.D from Princeton. He has published numerous books and articles in his own special research field, American foreign and defense policy, and is often used as consultant by U. S. government agencies including White House staff groups under four Presidents. He adds that his wife Anne is an important partner in his interest in international business. She was born and raised in Brazil where her American father was for many years the president of Federal

Express (originally a subsidiary of Baldwin Locomotive of Philadelphia), the largest supplier of complete railroad systems in that South American nation.

Dr. Maurice A. "Mickey" East is the Associate Director of the Patterson School. A native of Trinidad, Colorado, he received his B.A. degree from Colgate and his Ph.D. from Princeton. His background includes a year as a Fulbright Fellow in Norway, and service as the Rockefeller Foundation Visiting Professor at Makerere University in Uganda, East Africa, during the year immediately before moving to UK in the summer of 1972. Another key member of the Patterson School staff is Executive Assistant Lillian Pancorbo, a native of Cuba who previously served as executive assistant to the academic vice president of the University of Florida after receiving her own undergraduate education at that school. Lil Pancorbo is also a potter of distinction, with stoneware pottery studios in her Lexington home and at The Twig Gallery in Midway.

### Purpose

A primary purpose of the Patterson School is to prepare young people for internationally oriented careers in a wide variety of fields. The word "Diplomacy" in the School's name actually refers to

Lexington/14

LEXINGTON Magazine (published in  
Lexington, Kentucky) -- June 1976

public career possibilities in many different international operations, says Dr. Davis, and the term "International Commerce" refers to career options in internationally oriented business and banking contexts. At this time, Dr. Davis adds, most Patterson School students are more interested in the private sector possibilities in business and banking, and the School's programs are therefore more strongly oriented in this direction. The Patterson School works in close cooperation with many other units on the UK campus, including the College of Business and Economics, the College of Law, the Department of Agricultural Economics in the "Ag" College, and many Arts and Sciences departments such as History and Political Science.

### Summer Programs

The Patterson School tries to help its students to supplement their formal classroom work with useful practical experiences in the summertimes. In recent summers including '76, school students have served internships with the Council on International Economic Policy in the White House, and the Agency for International Development (AID) also in Washington. In the summer of '76 a total of five school students will study international trade opportunities at the University of Cluj in Rumania, under the leadership of UK Professor Charles Hultman, senior specialist in international economics, and also Chairman of the Patterson School Faculty Advisory Committee.

Recent Patterson School graduates are now holding responsible positions such as the following: director of Latin American operations for the First National Bank of Memphis; senior international business research economist for Norfolk and Western Railway; and international grain trading specialist for Cook Industries, Inc. Patterson School alumni are also working in business or government positions in Belgium, France, Thailand, Nigeria, Brazil, Turkey, and the Soviet Union, to name just a few. Dr. Davis adds that many Patterson School students would be particularly interested in job opportunities with internationally oriented business firms and banks in this Blue Grass area. "Our students are willing to start at the bottom and to learn a business from the ground up," he says.

### Unique in Southeast

Dr. Davis tells us: "The Patterson School is one of only about a dozen

only one in the southeastern states. This gives us an opportunity to serve the Commonwealth of Kentucky not only in various direct ways, but also to invite favorable attention to our Blue Grass area and the entire state by acting as an international resource and research center for the overall southeastern region. Our basic mission, however, is to serve the Blue Grass directly, and we strongly desire to be of all possible assistance to business and banking interests in this area—not just those firms and banks that are already involved internationally, but also those that may wish to consider this. Again, we have to stress that our own Patterson School staff capabilities are very limited, but we can undertake some marketing research, and we can put local people in touch with the experts in almost all fields of internationally related business and banking, regardless of where those experts may be. We can organize special business seminars and other kinds of programs directly tailored to the international interests of businesses and banks in our area. We want to help 'sell the Blue Grass' worldwide, because we have a great product."

The Patterson School has a Board of Advisors which includes not only some of the most prominent business and banking executives in Kentucky, but also similarly distinguished people from around the nation and the world. Some of these are two vice presidents of First National City Bank in New York, the senior vice president of Squibb, Inc., the president of U. S. Cocoa Corporation, the vice president of Exxon for European operations, a vice president of Pullman Corporation, a senior partner of Arthur Andersen & Co., famed journalists such as Joseph C. Harsch, three college presidents, several internationally prominent lawyers, a former Governor of the Federal Reserve, and a number of noted diplomatic, political, and military leaders from the U. S. and other nations. This Board of Advisors meets in Lexington twice each year.

Robert M. Brewer, President of the Greater Lexington Area Chamber of Commerce, has appointed Dr. Davis (a Chamber member) to serve as Chairman of the Chamber's new Advisory Panel on International Commerce. Dr. Davis, working closely with Chamber President-elect Clyde W. Mauldin, indicates that he and Mr. Mauldin will have an important announcement to make about the initial plans and expectations for this new Advisory Panel in the weeks to come.



JOSEPH B. ARGABRITE  
CITIZENS BANK SQUARE



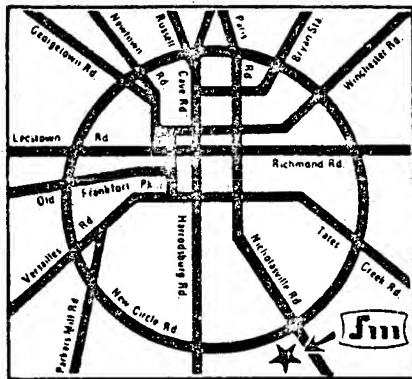
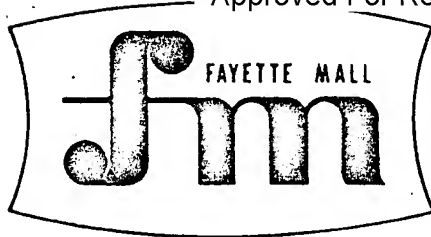
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15/Lexington



## ACTIVITIES CALENDAR

November 2  
Ladies Day

November 2-12  
James Burke Portraits

November 8-13  
Home Show

November 15-20  
The Blue Grass Railroad Club

the  
people  
place!

Nicholasville Rd. at New Circle Rd.  
Open 10:00 a.m.-9:00 p.m.

8/Lexington **LEXINGTON** Magazine (published in  
Lexington, Kentucky) -- Nov. 1976

## INTERNATIONAL Reality of World View

Recently Dr. Vincent Davis, director of U. K.'s Patterson School of Diplomacy, was joined by local government and civic officials in hosting Stanley Karnow, correspondent for the International Edition of *Newsweek*.

His visit resulted in a column published in the August 30, 1976 International Edition of the weekly newsmagazine. In his report (which does not appear in the domestic editions) Karnow notes, "That going a radical transformation as they traditionally insular Americans are underdevelop an increasing familiarity with the outside world."

Karnow continued, "The business and civic leaders in the pleasant Kentucky community of Lexington are striving as they never have before to sell products abroad and to attract foreign investment to their city."

The article suggests that Lexington represents a microcosm of the United States to the extent that the United States relies upon the world economy.



Dr. Davis of Patterson School at UK.

The Karnow visit, coordinated by Dr. Davis of the Patterson School, Kentucky Commerce Department officials and officers of the Lexington Chamber of Commerce, discussed the ramifications of Governor Carroll's recent ventures to Europe and Japan.

While not new, Kentucky is the 25th state to open a permanent office on the continent, it does represent an important investment that promises to provide a rewarding return. The column correctly notes that although "Kentucky is trying to catch up with other states, some of its enterprises have already made headway in international business."

Thoroughbred sales, grain exports, tobacco, sand and coal are cited as ex-

amples of international trade being conducted in the Commonwealth.

Beyond the economic realm, Karnow points out the educational outreach provided by the Patterson School at the University of Kentucky. The school is an excellent training facility for persons entering the international levels of business and government.

The *Newsweek* article, "Crawling Toward A World View," concludes by saying that it would be a gross exaggeration to suggest that Kentuckians in particular and Americans in general are becoming internationally-minded.

But, Karnow rightly asserts, "the notion that the United States may be sliding back into isolationism is an illusion, and, as I discovered in Kentucky the other day, even provincial Americans recognize that reality."

## Energy Week

Kentuckians are being asked to join in a statewide project to conserve all forms of energy.

The Special emphasis was called Energy Conservation Awareness Week, November 7-13, sponsored by the Kentucky Department of Energy and proclaimed by Governor Julian M. Carroll.

"We need the help of all Kentuckians—not only during this special week but throughout the year—in our drive to help save our scarce supplies of energy," said Damon W. Harrison, Commissioner of the Kentucky Department of Energy.



"Conservation makes sense because in many cases it costs us nothing and we are able to save money as well by not wasting our precious energy resources," Harrison said.

And he emphasized that conservation does not mean doing without. It simply means using energy more wisely and avoiding wastefulness.

Community leaders across the Commonwealth are being asked to promote local projects that emphasize energy conservation. Such things as energy conservation seminars, store displays, advertising, school posters contests and other programs can be arranged to promote energy saving practices.



# World Trade

JOURNAL

Virginia's new international profile:

TEAM works in Alabama.

Special Report: international education in the Southern U.S.



# METRIC

Breaking the old  
measuring rules:

**SPECIAL REPORT:**

## *International education in the South*

David Sweatt was working at a bank in South Carolina when he decided that a master's degree would help him attain some of his career goals.

He settled on international studies and began shopping around for a school that offered what he felt he needed. His undergraduate grades were so good that he had little trouble getting accepted, even at some of the nation's prestige universities.

He selected the University of Kentucky and its Patterson School of Diplomacy and International Commerce. "I've never regretted that choice," he says. "I got everything I was looking for there: plenty of business courses, an international affairs background—and a good sense of direction."

When graduation rolled around, Sweatt also received about a half dozen job offers. He picked First National Bank of Memphis and joined the international department, where he became Latin American manager.

His education and job experience enabled him to quickly move up the ranks, and today he is one of the top officers of the bank's Knoxville affiliate, holding the position of vice president and senior administrative officer.

Sweatt's success story is not unique. It is one that has been repeated time and again in states throughout the South. The international education graduates of the some 40 universities and colleges in the region that offer international curricula have, with only rare exceptions, made a smooth and easy transition from campus to employment. In fact, those with advanced degrees have normally been able to pick and choose from several jobs offered them. And today, many of those graduates have matched—and a few have surpassed—the note-

worthy achievements of David Sweatt.

As recently as ten years ago, however, such a story wouldn't have been possible. There simply were no schools in the region offering a comprehensive international education program, and only a handful even included international-related courses of the type found at universities in other parts of the nation.

All that began changing with the emergence of the South's new attitudes toward the importance of international trade. As companies in the region began seeking markets overseas and as the various states launched efforts to lure new industry from abroad, the higher-education institutions were called on to provide the managers and execu-

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*“...The international education graduates in the region have made a smooth and easy transition from campus to employment. . .”*

---

tives with expertise in the international field. Such universities as Kentucky, Houston, North Carolina, Tulane and Miami led the way and established schools or upgraded old ones in order to offer students what the region's industry, business and government required for its middle- and top-management positions.

Today, a student can find excellent programs throughout the South, whether his interest lies in international affairs, international business, international finance or international marketing. The 1976 edition of the authoritative directory of education, *Peterson's Annual Guides to Graduate Study*, lists five universities (Georgia State, Louisiana

Tech, Texas Tech, Dallas and Southern Methodist) offering a master's program in international business. Of those five, Georgia State confers a doctorate in the field.

*Peterson's* also lists 11 Southern universities that offer graduate degrees in international affairs. In that category is David Sweatt's alma mater, the University of Kentucky.\* Its highly regarded Patterson School has made its mark as one of the best of its kind in the nation. Its vigorous and articulate director, Vincent Davis, has also gained nationwide recognition in both the academic and business communities. (He is current president of the International Studies Association, a group of professionals from several international fields, and is active in numerous other international endeavors.)

Davis has been largely responsible for the Patterson School's excellent reputation. But that reputation hasn't come overnight. It has resulted from long hours of attention to quality and detail in faculty, curriculum and admissions.

Yet businessmen at many Southern-based international companies—some even in Kentucky—are pretty much unaware of the school and its many attributes. In fact, despite recent efforts of universities throughout the South to promote their international schools, business and industry rarely take advantage of what their local universities can provide them in the way of training or personnel.

And business isn't alone in this attitude. Government too is guilty—and not just of apathy, but also of ignorance. Fred Dent, Special U. S.

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*\*The others are Florida State, Duke, Tulane, Alabama, Miami, Florida, South Carolina, Texas at El Paso, Virginia and West Texas State.*

Representative for Trade Negotiations, and a former U. S. Secretary of Commerce, asked during a presentation earlier this year if there is "an academic institution in the United States dedicated to research in and training of people in trade-policy matters." He further stated that government and the private sector should "attempt to stimulate the development of such an entity."

Kentucky's Davis and others like him in the international academic field would resoundingly answer that such "entities" already exist and that, as a matter of fact, one of the best of its type is located in Dent's home state (at the University of South Carolina).

Still, such errors might be forgiven, even from someone like Ambassador Dent, for schools such as the one at South Carolina have emerged in number and prominence only within the past few years. And some, like those at Texas Tech, Florida International and Duke, among others, are still in various stages of development.

Not so the Patterson School. Ambassador Dent notwithstanding, most top experts in the field hold it in particularly high esteem. And to some it represents the ideal that many other similar schools should strive for.

This enviable position hasn't been achieved without problems, however, some of which have been almost lethal.

The school is named after William Andrew Patterson, son of the first president of the University of Kentucky, James K. Patterson. The elder Patterson stipulated in his will that when he died, the assets of his estate would go toward creating a school of diplomacy and international commerce.

In 1959, the school was finally established, and it flourished under its first director, Amry Vanderbosch. After Vanderbosch's retirement in the mid-1960s, however, the reputation of the school slipped badly, and by 1970 the school's demise seemed imminent.

But Otis Singletary, who took over the reins of the university in 1969, had other plans for the school. They called for exclusive emphasis on the master's degree program, thereby eliminating the previous doctorate offering. His major decision, how-

ever, was to bring to the campus an entirely new management staff for the school.

That's when Vincent Davis, an international educator, writer and consultant, was called on to direct the school. His first task after assuming duties in August 1971 was to beef up the faculty and add new program categories and activities. During the

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*"...Despite recent efforts of universities throughout the South to promote their international schools, business and industry rarely take advantage of what their local universities can provide them in the way of training of personnel. . ."*

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first three years of Davis's tenure, more than 500 professors, research scholars, diplomats and other prominent figures visited the university to participate in the school's various conferences and lectures. In all, Davis estimates, several thousand persons attended those activities.

The total program now operated by the school includes three broad categories: (1) the master's professional degree program, (2) research (including research conferences, publications and related activities) and (3) community and public service to the citizens off-campus within Kentucky and neighboring states. Director Davis points out that the second and third of these categories are always utilized, at least in part, to complement and supplement the first. "In other words," he says, "we want everything we do to benefit our students in some way or another, and we attempt to involve our students in all Patterson School activities."

Almost all graduate schools offering international education operate similarly to the one at the University of Kentucky. Like the Patterson School, they require that at least half of the ten courses needed for a degree be taken within some one discipline. At Patterson, the discipline is often chosen from economics (international), business administration (emphasizing world business), history (modern diplo-

matic history) or political science (international and comparative politics). The student splits his remaining courses or hours between two other disciplines.

Another Patterson structural requirement is that the total package of courses must fall into three fields, with about half of the courses organized into one field and the remainder divided between two others. The Patterson School helps decide the field that's right for the individual student, and, say school officials, there is considerable latitude in that matter. For example, a field might be as diverse as Latin American studies or national development.

The third structural requirement is that at least half of the courses must be at the 600 or 700 levels. Those are the numerical designations used at the University of Kentucky for courses reserved exclusively for graduate credit. The remaining courses for degree credit must be at the 400 or 500 level, either of which is open to upperclass undergraduate students and to graduate students.

The final requirement is that all Patterson School students, with rare exceptions, must take a special seminar before earning the degree. This seminar is designed to bring the student's conceptual or theoretical knowledge together so that he can apply it to current front-page international issues.

The school stresses to both student and potential employer of its graduates that the curriculum aims at providing the professional training needed for a career and is not merely an extension of undergraduate liberal arts education.

Explains one school official, "For most young people growing up and going to school in the United States, the basic formula for success is to get better-than-average grades and stay out of any serious trouble. The person who does this will make a good impression on teachers and professors, who will then be happy to write good letters of reference that will help the student to move on to more advanced levels of schooling.

"But," he adds, "the Patterson School is not in business to help students move on to some further level of formal education. For almost all our students, the school is



or ought to be the terminal point of a process of formal education that began about 20 years earlier at the kindergarten level. Of course, in our rapidly changing world, the truly dedicated and successful professional person can never really afford to stop learning at age 30—or even ages 40 or 50 and 60—but this further learning will ordinarily occur on an in-service, on-the-job or self-designed basis rather than in a formal degree-granting program on a campus.

"The Patterson School will be the final degree-granting formal educational institution that most of our students will ever attend, or at least the final such program prior to significant on-the-job experience in a career field."

Beyond the training of persons to enter the international field, however, the Patterson School is committed to upgrading the general professional field of international studies. Through its research and public-service programming, the university arranges, either on its own or in cooperation with community organizations, special events on subjects that can help the individual businessman. Typical of these are the numerous symposiums, conferences and workshops held on a continuing basis. Such programming is in keeping with the school's policy of working with community organizations and groups in improving general public knowledge about current major international issues.

Such programs have been received enthusiastically by the international business community in the area. And the participants have overwhelmingly endorsed the continuation of those activities.

Still, despite the successes of such programs and despite the obvious quality of the Patterson graduates, the school is not without its detractors. And, in fact, most of the international education schools in the South will readily admit that many of the institutions and companies in the region—even some of the largest ones—are negative toward the international programs offered by their local universities.

Much of that criticism can be traced to lack of information about the relatively new schools. In getting the schools established and functioning properly, school officials have lacked time to devote to any full-scale promotional effort. One

result is that there has sometimes been a minimal amount of exchange between the business and education communities. At the Federal Reserve Bank of Atlanta, for example, two employees and one former officer, all of whom deal in international economics, admitted to having little or no contact with Georgia State University, whose Institute of International Business is regarded as one of the best in the nation. Georgia State is located only a few blocks from the bank.

Also, there's the feeling from some corners that the instruction provided by the international education schools is not responsive enough to the needs of business and finance. One of the most respected international bankers in the region, George A. Collin Jr., vice president and manager of the international department of Liberty National Bank and Trust Company of Louisville, says that the constantly changing world situation makes international policy or international finance courses virtually worthless. "If we were looking for someone here at the bank, we would look for a person with a marketing, economics or accounting background," he says.

"Frankly," he adds, "I don't think there's a college around that can turn out a graduate ready to step into a job in the international field."

William S. Baker, vice president

in the international division of North Carolina National Bank, Charlotte, would generally agree with that assessment. He said he feels that an international education background is important, "but rarely," he adds, "do we take graduates from an international school and put them directly into the international division. Instead, we would start them out in a department such as credit and then later perhaps bring them in with us."

Much the same is true at First National Bank of Birmingham. William M. Miller, vice president in the international department there, says First National is similar to other banks in its hiring policies. "We look for someone with experience *and* training," he points out. "And this often means we will have to find a person from outside the region."

As for Southern companies engaged in international trade, few have been exposed to international education graduates, but word is apparently getting around fast. A. Keene Byrd of Byrd Enterprises, Charlottesville, Va., typifies the reaction from most top international business executives in the region: "I keep hearing good things about the graduates of the international schools in the area. I believe that in a few years such a person is the type I will be seeking for this company."

## *The top 12*

International fields of study are now taught at more than 40 colleges and universities in the Southern United States. That compares to only a handful as recently as 1970.

The following universities have been selected by executives of international companies, international bankers, and state and federal government trade officials as the region's top 12, based on international-related curriculum, faculty and quality of students or graduates in the international fields:

- Alabama, University of
- Dallas, University of
- Florida State University
- Georgia State University
- Houston, University of
- Kentucky, University of
- Miami, University of
- North Carolina, University of
- South Carolina, University of
- Texas at Dallas, University of
- Tulane University
- Virginia, University of



**HEALTH & VISAS**

There are no special immunization requirements for entry into Europe or Romania. Students, however, would be well advised to consult their family physician or their University Student Health Service for special needs. Passports are a necessity and should be procured at least 6 weeks prior to departure. A visa for travel through Hungary must be secured prior to departure from the U.S. The program director will obtain these for participating students.

For the duration of the session, free treatment at the University of Cluj clinic and hospital will be available to all students. No provision has been made for health insurance covering travel to and from Romania, or for time spent elsewhere in Europe. However, participating students are individually responsible for any other desired health and travel insurance while outside of Cluj.

**CURRICULA OPTIONS**

Some or all of the following courses will be offered (each carrying 3 credit hours), subject to the preponderant interests and preferences expressed by accepted student applicants for this Summer In Europe Program. This implies that we cannot guarantee that all of these courses will in fact be offered, but accepted applicants will be kept closely informed on final decisions as to course scheduling.

It should also be noted that we have a limited capability to add a few additional courses for special groups of students with their own faculty member indicated; any such group applications should be forwarded by the faculty member who desires to teach such a special course, indicating at least ten (10) students who would accompany him or her for this purpose, and otherwise following all other application procedures noted at a later point in this brochure. The faculty member should enclose his or her own curriculum vitae.

**PLAN A - Social Sciences**

Economics 465 - Comparative Economic Systems  
Economics 471 - International Economics  
Bus. Admin. 456 - World Business  
Pol. Sci. 551 - Comparative Foreign Policies  
Pol. Sci. 674 - International Politics  
History 595 - Demise of the Ottoman Empire and the Rise of National Balkan States.  
1789-1924

**APPLICATION PROCEDURES**

All applicants should forward to the address indicated below the following items: (a) a letter expressing why the applicant desires to participate in this Summer Program; (b) a certified transcript or transcripts from all colleges and universities attended by the applicant; (c) all SAT, GRE, LSAT, ATGSB and similar scores, if not shown on transcripts; (d) at least two letters of academic reference, to be forwarded directly by the faculty writers of the letters; to this address:

Summer in Europe Program - 1977  
Patterson School of Diplomacy  
Patterson Office Tower - Suite 1665  
University of Kentucky  
Lexington, KY. 40506 - U.S.A.

The final course offerings of the program will depend upon student demand. Since not all courses listed may be offered, please select in addition to your first and second choices also a third and fourth course choice. Please fill in and detach the form below and mail with the enclosed completed application form to the address above.

If you are seeking graduate credit do not fill out the enclosed Undergraduate General Admissions Application but return only the Course Selection Card. You will then receive a separate graduate application form.

If you are enrolled in a school other than the University of Kentucky, please take the enclosed Transient Student Card to the registrar at your school and have it filled out and mailed to the registrar at the University of Kentucky.

Please enclose a non-refundable \$15 application fee which will be applied toward your total program cost. Final payment due April 15, 1977. Checks should be made payable to the University of Kentucky, Summer Program in Europe.

Please keep in mind the following deadlines:

March 30, 1977 - Deadline by which all application papers must be received.  
April 8, 1977 - Date on which accepted applicants and alternates will be notified by certified letter  
April 15, 1977 - Date when final payment will be due.

University of Kentucky

*Summer '77 in Europe*  
Program concentrating in

*Romania*

**DETAILS:**

- July 6 to August 12
- 3 to 6 credit hours
- Cost from \$550 (excluding air fare)
- \$600 Fulbright travel grants available
- Courses taught in English by University of Kentucky faculty
- Visiting Belgium, Germany, Austria, Hungary, Vienna

**DEADLINE:**  
All application materials  
to be at Patterson School  
MARCH 30, 1977

**FOR FULL DETAILS,  
WRITE IMMEDIATELY TO:**  
Summer in Europe Program  
Patterson School of Diplomacy  
1665 Patterson Office Tower  
University of Kentucky  
Lexington, Kentucky 40506  
OR PHONE (606) 257-4666/718

## PROGRAM BACKGROUND AND PURPOSES

The year 1977 marks the 4th Annual University of Kentucky "SUMMER IN EUROPE" Program. This special Summer Program is under the direction of the Patterson School of Diplomacy and International Commerce at the University of Kentucky, co-chaired by Professors Vincent Davis (the Patterson School and the Department of Political Science) and Curtis Harvey (the Patterson School and the Department of Economics).

This Summer Program offers two basic curricula: Plan A, which is designed primarily for students in the social sciences (economics, and international business, political science, history, and also anthropology, psychology and sociology) who have a strong interest in contemporary European affairs; Plan B, which is basically designed for students of Romance languages and literature emphasizing German. More details on Plans A and B follow in a subsequent section in this brochure.

All courses are taught in English (except for some of the Plan B courses in Romanian) by experienced University of Kentucky faculty members or by similarly well-qualified faculty personnel from other established U.S. colleges and universities, supplemented by guest lectures by respected European professors from universities in the areas visited.

Current planning envisages an initial stop of several days (starting on or about July 6) in Brussels in order to visit the headquarters of organizations such as the European Common Market, NATO, and a few others, possibly to be followed by a similar stop in Geneva to visit the headquarters of similar international organizations in that city. Other stops are planned in Germany and Austria, including a three-day stay in Vienna. These various stops, starting in Brussels, are planned with the assistance of Professor Roger Spain, College of Law, Leuven University (or Juva in the French spelling), Belgium.

The heart of this Summer Program in Europe consists of four weeks of intensive classroom instruction at the University of Cluj (founded in 1583) in Romania, starting on July 18 and ending August 12. All courses offered will carry full accreditation from the University of Kentucky, with University of Kentucky transcripts issued to participating and enrolled students. Before returning to the U.S. on August 18, there will remain 5 free days which students may spend how and where they wish, at their own expense.

During the four-week classroom session in Romania, weekend excursions are planned to peasant villages, the ancient painted churches of Moldavia, Dacian and Roman ruins, and medieval city sites, among other options.

## ELIGIBILITY AND COSTS

This Summer in Europe Program is open to all outstanding undergraduate students (preferably at the junior-senior levels) and to all superior graduate students from accredited colleges and universities in the United States and Canada.

Participating undergraduates may select only one course (for 3 hours of credit), and participating graduate students may select a maximum of two courses (for 3 hours of credit per course, or a total of 6 hours of credit if two courses are chosen). Participating students from universities and colleges other than the University of Kentucky will receive a University of Kentucky transfer transcript, while University of Kentucky participants will have these credits added to their scholastic record.

The total charges for this Summer Program (exclusive of transoceanic airfares to/from Brussels) vary with the number of credit hours taken, resident status, undergraduate or graduate standing, and other minor variables, but the following examples provide basic guidance for financial planning purposes by applicants:

	Resident	Non-Res.
1 Course Undergrad.	\$652.00	\$751.00
(3 Credits) Graduate	\$675.00	\$799.00
2 Courses Undergrad.	\$721.00	\$919.00
(6 Credits) Graduate	\$738.00	\$945.00

The program charges include complete room and board while in residence in Cluj; bed and breakfast while on tour in Europe, complete room and board while on tour in Romania. In addition, the charges include tuition fees, health insurance, sightseeing fees, cultural activities, all intra-European travel from the time of arrival in Europe to the end of the program in Cluj.

## TRANSPORTATION

The cost of transportation from the United States to Europe and return is extra. Travel options offered to students will include group flights from New York to Western Europe, provided that a sufficient number of students participate. (Additional information will be distributed at a later date.)

In order to minimize the international air fares which participants will have to cover out of their own resources, we will make every effort to arrange charter-rate air services for the round-trip New York/Brussels at the beginning and the end of the Summer Program.

## ACCOMMODATIONS & MEALS

While in Romania, students and faculty are housed in modern university dormitories which overlook the city, the university and the classroom buildings. All facilities are within easy walking distance of one another. Meals are served at the university faculty club and the Complex cafeteria. No more than two students will share a room, and there will also be available a few single rooms to satisfy special needs. While on tour in Germany and Austria, rooms with double occupancy will be available.

## THE CITY & RECREATIONAL FACILITIES

The medieval city of Cluj, which is dominated by a 14th Century Cathedral, is located in a verdant valley, surrounded by rolling hills. The hills are covered with public forests which contain numerous well marked trails and are a delightful place for nature walks. The average temperature in July and August is 75°F.

The University owns a sports park which includes a 50 meter swimming pool, basketball courts, a track, soccer field, and 8 clay tennis courts, all of which are available to program participants.

## RESPONSIBILITY

University of Kentucky and their representatives act as agents for all carriers and services and disclaim all responsibility for liability of any nature whatsoever for loss or injury to persons caused by failure or delay or by any cause whatsoever occurring during a tour under its management, sponsorship or procurement. We reserve the right, at our discretion, to change any part of any itinerary without notice and to decline to accept or retain any person as a member of any tour. Neither the airlines, the tour operators and hotels concerned are to be held responsible for any act, omission, or event during the time the passenger is not aboard the plane or bus. Passenger contracts in use by the airlines shall be the sole contract between the purchaser of these tours. Prices quoted are on bases of foreign exchange and tariffs effective January 1, 1977. Final price will reflect any fluctuations, if any, effective at time of travel. Right is reserved to change schedules or cancel any portions of the tour.

The University of Kentucky reserves the right to discontinue the program if an insufficient number of students register for it.